

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Tuesday, September 25, 2012

860.429.2740

4:00 pm

Minutes

Present: Kristin Schwab, Marcia Firsick, Janet Jones, Shawn Kornegay, Connie Neal, Betsy Paterson, and Dermot Pelletier

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Kristin Schwab called the meeting to order at 4:03 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from July 24, 2012

Betsy Paterson moved to approve the minutes.

Marcia Firsick seconded the motion.

The minutes were approved unanimously.

4. Recap of 9th Annual *Festival on the Green*

The committee shared their thoughts on improving the event, including: changing the schedule so the headliner plays earlier in the day; shortening the length of the event; having an evening concert the day before and making the *Festival* just for children; adding more food vendors; and getting the new Storrs Center businesses more involved. The general consensus was that the 9th Annual *Festival* was the best one yet, although improvements could be made to make it even more successful.

Kathleen Paterson will share the committee's suggestions with the *Festival* sub-committee at their debrief meeting.

5. Update on Storrs Center Project including communications

Cynthia van Zelm provided an update on the master developer LeylandAlliance's marketing plans for Storrs Center, including events that are in the beginning stages of planning. She reviewed the list of businesses that have opened and gave estimated opening dates for the remaining businesses.

The committee expressed a desire to be more involved with the event-planning and marketing for Storrs Center. They suggested a number of activities including a procession of carolers from the

Mansfield Community Center to the downtown; a holiday walk; and inviting E. O. Smith students to get involved.

Ms. van Zelm will share these ideas with the Leyland team.

6. Update on Public Spaces Plan

Ms. Schwab explained that she and Ms. K. Paterson had met to work on the brochure to incorporate the committee's suggestions from the July meeting. She said that, as they worked on the piece, they focused on the goal of highlighting the existing public spaces such as hiking trails and bike paths. She said the secondary goal is to inform people of the Public Spaces Plan and the proposed projects within that document.

Ms. K. Paterson shared an outline for the brochure that was based on the committee's suggestions from the July meeting. She noted that the maps and images were placeholders for the draft. **Ms. Schwab will work with her students to update the maps with different graphics based on the committee's suggestions.**

The committee approved the outline and reiterated concerns about the graphics being difficult to read, especially for older residents.

7. Other

The committee discussed the signage program for Storrs Center. Their concerns were not "over-signing" the area and getting community groups involved with the maintenance of the signs.

The committee also discussed the idea of commemorative bricks in the Town Square. The general consensus was that a more creative way to recognize contributors could be found but first there should be a discussion of what the goal of such a program is (e.g. to simply recognize contributors and community members or to serve as a fundraiser)

8. Adjourn

The meeting adjourned at 5:20 pm.

Minutes prepared by Kathleen M. Paterson